BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 28: Marketing for Hospitality**
Learning aim	**C:** Develop a marketing mix for a new product or service for a hospitality business
Assignment title	**A marketing mix for my product/service**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing your working as a trainee in a marketing department of a hospitality business. Your manager has read your research on a new product or service for the hospitality industry and asked you to produce a marketing mix to accompany this.
Task 1	Using the primary and secondary data you previously collected on the new product or service, produce a **marketing mix** for this new product or service. Your manager has asked you to submit: • An extended 7P marketing mix • The links of this mix to the aims and objectives of the hospitality business • The decisions taken in the production of the mix • The approaches to its development • The likely success of this marketing mix. All conclusions will be fully justified and supported by good use of the independent research evidence gathered in the previous assignment.
Checklist of evidence required	A marketing mix for a new product or service A research log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.D3	Evaluate the marketing mix for a new product or service in the hospitality business, to include the decisions and approaches taken in its development.
C.M3	Analyse the marketing mix for a new product or service in the hospitality business, to include the decisions and approaches taken in its development.
C.P5	Produce a marketing mix for a new product or service in a hospitality business.
C.P6	Explain decisions and approaches taken in developing a marketing mix

	for a new product or service in a hospitality business.

Sources of information to support you with this Assignment	BOWIE D, BUTTLE, F, BROOKES M AND MARIUSSEN A. (2016) Hospitality Marketing, 3rd edition, Routledge. BRASSINGTON, F. and PETTITT, S. (2012) Essentials of Marketing. 3rd Ed. Harlow: Pearson. GROUCUTT, J. and HOPKINS, C. (2015) Marketing (Business Briefings). London: Palgrave Macmillan. JOBBER, D. and CHADWICK, F. (2012) Principles and Practice of Marketing. 7th Ed. Maidenhead: McGraw-Hill. KOTLER, P, BOWEN, J, MAKENS J AND BALOGLU S (2016) Marketing for Hospitality and Tourism, Global Edition, 7th edition, Pearson
Other assessment materials attached to this Assignment Brief	*none*